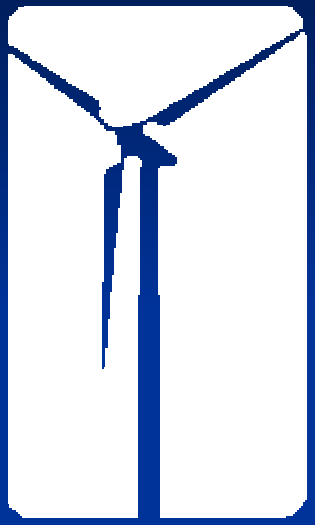
9th National Green Power Marketer Conference
October 5, 2004



Green Power at Duke

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It started small…

- We counted 500+ incandescent light bulbs.
- Recommended replacement with long-lasting, energy efficient Compact Fluorescent Bulbs for modest savings
- Life-cycle Cost Analysis showed incandescents were significantly more expensive, largely because of the labor costs involved in changing them out.
- Replaced 2,200 incandescents over Christmas break, estimating it will save over $350,000

Duke GREEN POWER CHALLENGE

"What are you going to do with those savings?"

- We asked the University to put up $25,000 to match student, faculty and staff purchases of wind power.
- Environmental Alliance set out to sign up 1,000 community members at $25 a piece.
- We signed up 500 in the first 3 weeks!
- When we finished the match, Duke was recognized by the EPA's Green Power Partnership.

EPA GREEN POWER PARTNERSHIP

Duke GREEN POWER CHALLENGE

How we made the purchase…

- We chose wind power because our primary goal was to offset as much greenhouse gas emissions per dollar invested.
- We chose “green tags” because wind is not available through our utility.
- We chose Renewable Choice Energy because they offered us a lot of help setting up and marketing the program.

Duke GREEN POWER CHALLENGE

Now what?

- We've educated the community that it *IS* possible to get clean energy NOW!
- University currently has a request out for 5 million kwh/year (4x the Green Power Challenge)
- We want to make green power the only kind of power Duke purchases…

Duke GREEN POWER CHALLENGE

How are we going to do that?

- Moral high ground: Cheap energy is discounted at the expense of our health, our environment, and minority and impoverished communities. Now that a choice is possible, there is no excuse for buying dirty power.

- Riding the Climate Change Tidal Wave:
  We want to meet the Kyoto Protocols for greenhouse gas emissions. Green power is by far the cheapest way there.